



for Spring

Our buyer has just returned from the style centres bringing with her fashion's latest dictates. Come in and check closely our showing, point for point with everything you've been reading on fashion this spring. Never have the styles been more interesting.

(LEFT)

Salute this new fashion. Four-piece costume—the coat, a flaring slip-on over a tailored suit. For variety an extra skirt of plaid (not shown). The other three pieces matching in mannish imported tweed. Sharing its popularity are the two and three-piece models.



(RIGHT)

The bolero dress, of Spanish descent has already been hailed a fashion leader in Europe. Now the New York version comes to the fore. The silhouette is equally smart for women and for Misses.

Intrinsically fine . . . beautifully made. Enjoy the distinction of fine shoes to accent your Spring fashions. Ties, pumps and straps in the modes of the moment. New interesting leathers too. Many are the famous Classics priced from

\$1.45 to \$6.50



SHAHEEN'S 19 PINE STREET, SOUTH - PHONE 605

Latest in Fashions at A. Shaheen's Store

Swaggers and Reefers in a Wide Selection of Models.

Swaggers and reefers in the 1936 spring style, with a wide selection of models from which to choose are now on display at A. Shaheen's 19 Pine Street South. Mrs. Shaheen has been on a buying trip to Toronto and Montreal to choose the coats, dresses and shoes that make the shop's spring showing. She has included coats in all the varieties of silhouette that fashion dictates this year and has something to suit every woman's taste.

In the comfortable surroundings of Shaheen's store the women of Timmins are certain to find satisfaction in their choice of new spring outfits.

MANNISH TOUCHES

Pique is used for some of the most effective tailored models this season. Fluted edges down the centre front, Peter Pan collars, stitched in pleats in panels are indicated pleasingly. Men's dress shirts with wing collars, bat ties and bosom sections suggest a series of starkly tailored vests for woman-kind.

Vestees and blousettes of pure white are as usual a springtime theme.

TAILORED EVENING WEAR

The tailored evening trend cannot be emphasized too much. There is a black silk jersey that, worn with the stiffest taffeta skirt, gives one of this year's best effects. High-necked, self-moulded, it could be worn in the daytime, but is actually destined for the smartest dinner wear. This same knitted silk material is also used in a long flowing skirt which is topped by a short red flannel cutaway coat.

FABRICS BEAR INTEREST

Silk and rayon fabrics are affected directly by the growing favour for ensembles—that is, costumes founded on coats, jackets or caps paired with dresses or suits, designed to be worn together. This idea influences greater coordination of colours and textures not only between the branches of the textile family, but between fabrics shown in silk and rayon collections.

Prints and plain materials which can be used together should be used in combination with each other and the same is true of colours which can be combined effectively.

Materials designed especially for two types of blouses—the fluffy and dressy, the plain and tailored, are greatly in demand. Many of these fabrics have been developed with style guidance from woollens, particularly where the fabric houses feature woollens in addition to silks, rayons, and sometimes cotton.

STONE JEWELRY

Sapphires, emeralds, amethysts, topazes and rubies are simulated in the new stone jewellery suggested for afternoon wear this season. The stones are rather largely cut and come in three different shapes—square, oval or round.

SOFTER SUITS

While tailored suits are first in importance the soft suit has started to become recognized, varied in type from the costume ensemble to the cape silhouette. The cape suit shows promise of becoming of the season's favourites.

SHEERS POPULAR

For later spring delivery sheers and linens are the big highlights. More and more attention goes to the cool lingerie type of blouse, too. Chances are that they will continue well into the summer, for when the weather gets too warm for worsted suits, the linen suits will come into its own.

RUFFLY TYPES

Among the more feminine types designed to accompany the dressy suit, or the formal dinner suit, shows a collection of crisp sheers, such as organdies, laces and mousselines, which they call bar frills, with tiny cap sleeves or sleeveless distinguished by the very soft and ruffy fullness at the front and at the neckline. Some of them stress layer on layer of ruffles around the neckline in regulation Margot fashion.

TAILORED HATS POPULAR

Tailored shaped hats which accent wearability form the basis for the spring collections. In a season when suits are being strongly featured this is good philosophy. The shapes selected include the breton, variations of the sailor, squared toques and pillboxes, with an occasional off-face beret to supplement the types.

SHOES OF RAYON

Navy blue spring shoes, all of which feature a new ribbed spun rayon fabric which is used in combination with leather, are being launched this spring. This new material "Shutex" is termed descriptively as "finely woven ribbed spun rayon with a dull rich lustre like that of faille silk." What next in footwear for milady?

WAISTLINE NEWS

Even the much-discussed waistline placing which was a vital point of style interest, is favourably interpreted in both lowered versions and the empire line. The variety of waistline treatment is "all to the good," for women can wear a lower waistline becomingly, and the slim young figure appears to excellent advantage in the high line, even when distended by peplum flares so that substantial novelty is provided for all types.

Fashions in Paris Show Revival of Imagination

Severely Tailored Suit Still a Favourite. Flower-Printed Blouse. Some Novelties in Coats and Gowns. Evening Gowns in the Mode.

(Parisian Letter)

The Paris fashion collections shown for the coming summer display a reach of imagination seldom equalled in the history of the couture; at any rate, not since those pre-war days when the very name of Poiret, Paquin or Worth conjured up a sartorial Arabian Nights entertainment.

The severely tailored suit is still a big favourite for mornings in town. This irresistibly suggests Creed, famous for his suits. The smart tailleur is apt to be black, navy blue or gray, though many choose one of the contrasting jacket suits so popular this season.

The jacket will be cut like a man's cutaway or tuxedo, but so fitted as to avoid a too masculine implication in spite of its "Dempsey" shoulders. Dark suits will be worn with vivid blouses or waistcoats, in printed fabrics, some of them of mannish surah scarf types, others with dressier flowered prints.

Creed's "college gown" swagger coat, to accompany both town and country suits, in a soft plaid woolen is something new in topcoats. It creates an amusing and novel silhouette. Rose Valois's high hat in shiny black straw trimmed with a grosgrain cockade, borrowed from the pre-war cabby, tops off this sort of thing to perfection.

Flower-Printed Blouse

One may prefer the gayer type of suit, such as shown by Chanel, Molyneux and others, which, though it is tailored, is softer. It has a baby-swagger jacket, big-topped sleeves and either a youthful flower-printed blouse or a plain blouse with a flower bouquet tucked under the chin or into the buttonhole. Chanel has a particularly good group of suits in this genre. She says of them "that they have a boyish air, which does not imply masculinity but which, on the contrary, harmonizes with the feminine note it is called upon to stress."

She will, for example, on a flower-printed blouse of brocaded organdie or sheer cotton crepon place an Eton collar; trim a school-boyish straw hat with a bunch of ultra-feminine posies, and put practical hip-pockets in a skirt cut with a graceful front movement. Chanel uses turf-green, navy, Delft or even forget-me-not blue wool for these costumes, which are suitable for morning wear despite their festive appearance.

Though suits are much in vogue for afternoon wear, they will perforce abate with the approach of warm weather in favour of dresses, or dress-and-coat ensembles, the dress being made so that it can be worn without the coat if one wishes.

A Lelong Novelty

Lelong's two-piece frocks with long cape sleeves that give a woman a "dressed" air are liked by smart Parisiennes, who take rather timidly to the American fashion of going out in town without a wrap. A characteristic Lelong model, in navy wool, has a four-pocket jumper top, buttoned down under both arms on navy bone buttons. Its long split cape sleeves are lined with a tiny multi-coloured flower print; near the shoulders they are trimmed with bows of the print, which also make the youthful collar and bow tie. A navy blue leather belt, a hat of transparent navy straw and a long-handled parasol of the print complete the picture.

Coolie Style



The Chinese coolie style hat goes well with this severely plain pencil silhouette coat, which is just a little slimmer than the once-popular top coat.

One-piece dresses, suggesting a coat, are also favoured. A charming model of this type is by Goupy. It is of fine navy wool and has an unusual detachable plastron of plaid gingham folded in three big pipe-organ pleats. A small hat of navy straw, with a rolled brim, mounted on a plaid gingham bandanna is by Colette Goupy.

A Coat of Faille

Chanel's darg faille afternoon coats worn over flower-printed crepe frocks are among her best sellers. These coats are black, dark brown or navy. They are cut with many-gored, tuck-seamed bell skirts, which give them the new silhouette; often they are worn over narrow-skirted dresses. The only thing that ties the two members of such an ensemble together, is that the coat and the ground of the print match in colour.

Sleeveless long coats that barely meet in front, in silk or wool of plain colour, worn with printed crepe frocks having "important" sleeves, are stressed for afternoon by Jodelle, Goupy, Lelong and others.

A successful Goupy model has a black marocain coat with interesting wide armholes giving it a square-topped effect, slightly suggestive of a Japanese kimono. The square motif is carried out throughout the composition; in the collar, in the high-buttoned fastening and in the incrustation which fits the waistline at the back. This coat accompanies a crepe frock, printed in black and red, which has the characteristic Goupy triple-puffed bishop sleeves. Colette Goupy tops it off with a tiny black straw turban trimmed with a black and red quill, and softened by a poke veil of black horsehair.

Flaring tunic jackets of crisp faille or taffeta with important sleeves and flattering collars are among the smartest new end-of-the-day wraps. They are specially featured by Goupy, Mabry Rouff and Worth, all of whom like to emphasize the front fullness of the tunic. Goupy favours the hip-length variety. He makes them in Kelly-green faille for afternoon; in plaid taffeta for dinner, and in flowered faille for evening wear. Maggy Rouff prefers the half-length tunic-coat, Worth the knee-length.

The tunic evening gown is one of the season's style highlights. Lucien Lelong stresses slim knee-length tunics draped so that they enhance the curves of the figure. One of his big successes is called "Margot." It has an oval drapery in the front of the tunic, which is cleverly continued into oval incrustations; these give shape to the front of the bodice. This gown is in dark brown crepe, the yoke and the entire back of the bodice being in dark brown tulle. It gets its name from the Medici coiffure of dark brown tulle that is attached to a little tulle caplet.

Draperies are less voluminous and much simpler in the summer collections. Lucien Lelong probably displays more drapery than any other Paris couturier. He handles it like a sculptor to achieve his characteristic "wave silhouette." His "draped panels never wander off into space" (to quote from his own remarks on the collection) but suavely sweep out and return to the gown by a subtle disposition of delicate folds. "Free, easy, full, they enhance the natural lines of the body by their glamorous movement," says Lelong.

Wave Panels

An evening gown called Idole is a typical example of this technique. It is in mauve crepe. Semi-attached panels form the back of the bodice, the sleeves and the front neckline; they are fastened to the rest of the dress by four double-headed jeweled pins, alternating coral and turquoise. The ends of these panels are then incrustated into the front of the skirt, giving a graceful forward movement. The belt, trimmed with jewels to match the pins, gets wider at the back where it is buckled.

Bordered materials of all kinds, such as border-printed crepes, tweeds with woven borders instead of the customary narrow selvage, ribbon-stripped or embroidered bordered brocades, are novel features of the summer mode.

Lucien Lelong particularly favours ribbon-bordered satin or faille brocades for evening. Some marvellous fabrics of this type have been specially woven for him by Coudurier or Bianchini. His white faille evening gown with gay plaid borders is ravishing for a young girl. Lelong uses the plaid border to edge the hem of the ample skirt; it outlines the armholes of the elbow-length balloon sleeves, and forms a corselet, suggesting both a high and a low waistline. A snowy ermine jacket lined with the bordered faille luxuriously completes the ensemble. Plaid evening trimmings are very romantic in an 1860 manner. In addition they have a mischievous harlequin air.

Fashionable Shoes at the Vogue Shoe Shop, Timmins

Is the shoe to match the new spring outfit a problem? It shouldn't be. Vogue Shoe Shop in the Reed block has received a full line of the latest creations in women's footwear and they're now on display. Shoe styles this spring show marked changes from the previous year and will be a real delight to those who take advantage of Vogue's display.

Fancy edgings are being revived along with the "Gay Nineties" fashions; they include narrow fringes, cotton eyelet embroidery, puckered linen laces, patterned with colour, frilly ribbons and upholstery braids.

FORLORNEST FIGURE OF THE FLOODS



One of the most amusing pictures to be taken during the "flood season" to date is shown above. A forlorn-looking rooster perched on a spar of wood, wonders why he wasn't born with webbed feet.

Mail and Empire.—Stanley Baldwin says, in effect, that Britain's warmest wish is to keep cool. North Bay Nugget.—Apparently Herr Hitler, like others before him, has bitten off more than he can chew.



THE FEMININE SUIT BY . . . LANGBURNE

A suit of new Langburne imported tweeds of rugged softness and refined colorings, the style of which combines feminine charm with mannish elegance. One of several exclusive Langburne creations in spring apparel, and available only at this store.

Whether you intend to buy or not to buy, you are cordially invited to observe how admirably Langburne coats and suits are adapted to your personality.

SAM BUCOVETSKY LIMITED

FOOTWEAR
in tune with Spring Styles

The fashionable broad-strap model in black kid, perfectly designed for dress occasions. High heel and low-cut vamp.

Just one of the models in our spring showing.

Vogue Shoe Shop
REED BLOCK, TIMMINS

\$6.